KDNL
1215 Cole St
St Louis, MO 63106

Waterfront Strategies
3050 K St NW #100
Washington, DC 20007

Contract # 1381753

Schedule Dates	09/28/12-10/03/12
Advertiser	Women Vote (74334)
Agency	Waterfront Strategies (7591)
Product	POLITICAL ISSUE (ns) (1187)
Brand	1883 / WOMEN VOTE (476270)
Salesperson	Millennium/DC, Washington DC (1108)
Sales Office	Millennium Washington DC
Buyer Name	Levy,Shira
Phone/Fax	/
CPE	144/150/1883
Account Types	National/Political Issue Agency BRD
Billing Type	Standard
Comments	WOMEN VOTE WOMEN VOTE REP- FRAN BROWN

Date Entered	09/26/12
Last Modified	09/27/12
Entered By	Rita Schmidgall
CO-OP	No
Headline #	ECR09829851
Demo	A35+
Order Type	Normal
Package Deal	
Commission %	15.00
Commission	$1,215.00
Net Total	$6,885.00
Sales Tax	

St Louis (KDNL)

By Broadcast Month	Spots	Rate
Sep. 2012	11	$2,580.00
Oct. 2012	17	$5,520.00
Grand Total:	28	$8,100.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	09/28/12-09/28/12	3	:30	6A- 7A (CST)						1			1	$45.00	$45.00	St Louis (KDNL)	ABC WORLD NEWS THIS MORNING & STL	9/26/12
2.0	Normal Line / SPOT (2)	09/28/12-09/28/12	3	:30	7A- ABC-Good Morning America						1			1	$75.00	$75.00	St Louis (KDNL)	GOOD MORNING AMERICA	9/26/12
3.0	Normal Line / SPOT (3)	09/29/12-09/29/12	2	:30	7A- ABC-Good Morning America Saturday	1						X		1	$35.00	$35.00	St Louis (KDNL)	GOOD MORNING AMERICA-SATURDAY EDI	9/26/12
4.0	Normal Line / SPOT (4)	09/30/12-09/30/12	2	:30	7A- ABC-Good Morning America Sunday	1							X	1	$35.00	$35.00	St Louis (KDNL)	GOOD MORNING AMERICA SUNDAY	9/26/12
5.0	Normal Line / SPOT (5)	09/28/12-09/28/12	2	:30	9:58A- ABC-The View						1			1	$350.00	$350.00	St Louis (KDNL)	THE VIEW	9/26/12
6.0	Normal Line / SPOT (6)	09/30/12-09/30/12	2	:30	10A- ABC-This Week	1							X	1	$350.00	$350.00	St Louis (KDNL)	THIS WEEK	9/26/12
7.0	Normal Line / Prime Premium (7)	10/01/12-10/01/12	3	:30	6:58P- ABC-Dancing With The Stars (Monday)		1							1	$2,200.00	$2,200.00	St Louis (KDNL)	DANCING	9/26/12
8.0	Normal Line / SPOT (11)	09/28/12-09/28/12	3	:30	10:01P- News-ABC 30 News at 10pm						1			1	$175.00	$175.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/26/12
9.0	Normal Line / SPOT (12)	09/28/12-09/28/12	3	:30	10:35P- ABC-Nightline						1			1	$125.00	$125.00	St Louis (KDNL)	NIGHTLINE	9/26/12
10.0	Normal Line / SPOT (13)	09/28/12-09/28/12	3	:30	11:02P- ABC-Jimmy Kimmel						1			1	$65.00	$65.00	St Louis (KDNL)	JIMMY KIMMEL	9/26/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

B/E Bookend P/B Piggy Back

Printed At: 10:02 AM on Monday, October 1 2012

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11.0	Normal Line / SPOT (1)	10/01/12-10/03/12	3	:30	6A- 7A (CST)	2	X	X	X					2	$45.00	$90.00	St Louis (KDNL)	ABC WORLD NEWS THIS MORNING & STL	9/26/12
12.0	Normal Line / SPOT (2)	10/01/12-10/03/12	3	:30	7A- ABC-Good Morning America		1	1	1					3	$75.00	$225.00	St Louis (KDNL)	GOOD MORNING AMERICA	9/26/12
13.0	Normal Line / SPOT (5)	10/01/12-10/03/12	2	:30	9:58A- ABC-The View	1	X	X	X					1	$350.00	$350.00	St Louis (KDNL)	THE VIEW	9/26/12
14.0	Revised Line / SPOT (11)	10/01/12-10/03/12	3	:30	10:01P- News-ABC 30 News at 10pm	2	X	X	X								St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/26/12
14.1	Normal Line / SPOT (11)	10/01/12-10/03/12	3	:30	10:01P- News-ABC 30 News at 10pm		1	1	1					3	$175.00	$525.00	St Louis (KDNL)	STL NOW ON KDNL@ 10P	9/27/12
15.0	Normal Line / SPOT (12)	10/01/12-10/03/12	3	:30	10:35P- ABC-Nightline	2	X	X	X					2	$125.00	$250.00	St Louis (KDNL)	NIGHTLINE	9/26/12
16.0	Normal Line / SPOT (13)	10/01/12-10/03/12	3	:30	11:02P- ABC-Jimmy Kimmel	2	X	X	X					2	$65.00	$130.00	St Louis (KDNL)	JIMMY KIMMEL	9/26/12
17.0	Normal Line / Prime (10)	09/30/12-09/30/12	3	:30	9P- ABC-666 Park Avenue (Sunday)								1	1	$1,200.00	$1,200.00	St Louis (KDNL)		9/26/12
18.0	Normal Line / Prime (7)	10/02/12-10/02/12	3	:30	6:58P- ABC-Dancing With The Stars 2 (Tuesday)			1						1	$1,500.00	$1,500.00	St Louis (KDNL)	DANCING	9/26/12
19.0	Normal Line / SPOT (14)	09/28/12-09/28/12	3	:30	5P- News-ABC 30 News at 5pm						1			1	$125.00	$125.00	St Louis (KDNL)	STL NOW ON KDNL@ 5P	9/27/12

CONFIRMATION CONTRACT

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B/E Bookend P/B Piggy Back

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20.0	Normal Line / SPOT (15)	10/01/12-10/02/12	3	:30	5P- News-ABC 30 News at 5pm		1	1						2	$125.00	$250.00	St Louis (KDNL)	STL NOW ON KDNL@ 5P	9/27/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:

B/E Bookend P/B Piggy Back

Printed At: 10:02 AM on Monday, October 1 2012

Rep Order# 9829851 Ver# 1 Status New Traffic Order# 13817533 Printed: 09/26/2012 12:48 PM
EC'd Yes Last Received: 09/26/2012 12:09 PM
7591 Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO
Advertiser ( ) POLITICAL ISSUE GROU
Product WOMEN VOTE
Estimate# 1883
Buyer Shira Levy
Phone#
Fax#

74334

Agency ( ) WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 144/150/1883
Flight Dates 09/27/2012 - 10/03/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) FRAN BROWN

Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

ENTERED

74334

--- CONTRACT COMMENT ---

WOMEN VOTE **********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/27-10/03	6A-7A	ABC WORLD NEWS THIS MORNING & STL	3 :30	$45.00	TH-F,M-W	3	1	3	$135.00
2	09/27-10/03	7A-9A	GOOD MORNING AMERICA	2 :30	$75.00	TH-F,M-W	4	1	4	$300.00
3	09/29-09/29	7A-8A	GOOD MORNING AMERICA- SATURDAY EDI	2 :30	$35.00	SA	1	1	1	$35.00
4	09/30-09/30	7A-8A	GOOD MORNING AMERICA SUNDAY	2 :30	$35.00	SU	1	1	1	$35.00
5	09/27-10/03	10A-11A	THE VIEW	2 :30	$350.00	TH-F,M-W	2	1	2	$700.00
6	09/30-09/30	10A-11A	THIS WEEK	2 :30	$350.00	SU	1	1	1	$350.00
7	10/01-10/01	7P-9P	~~THE BACHELORETTE~~ Dancing OK	3 :30	$2,200.00	M	1	1	1	$2,200.00
8	10/02-10/02	8P-9P	~~TRUST US WITH YOUR LIFE~~ NA Dancing 7-8p Defining Dancer 10/2	:30	$1,500.00	TU	1	1	1	$1,500.00
9	09/28-09/28	7P-8P	SHARK TANK NA ~~Wed 10/3 Voice Pres Debate~~	:30	$550.00	F	1	1	1	$550.00
10	09/30-09/30	8P-10P	~~EXTREME MAKEOVER: WEIGHT LOSS EDIT~~ NA- Lele Park Ave	:30	$1,200.00	SU	1	1	1	$1,200.00
11	09/27-10/03	10P-1035P	STL NOW ON KDNL@ 10P	:30	$175.00	TH-F,M-W	3	1	3	$525.00
12	09/27-10/03	1035P-1105P	NIGHTLINE	:30	$125.00	TH-F,M-W	3	1	3	$375.00

Rep Order# 9829851 **Ver#** 1 **Status** New **Traffic Order#**
EC'd Yes

Printed: 09/26/2012 12:48 PM
Last Received: 09/26/2012 12:09 PM
Showing Buylines: All Lines

Station KDNL-TV ST. LOUIS MO
Advertiser ( ) POLITICAL ISSUE GROU
Product WOMEN VOTE
Estimate# 1883
Buyer Shira Levy
Phone#
Fax#

Agency ( ) WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 144/150/1883
Flight Dates 09/27/2012 - 10/03/2012
Hiatus Weeks

Rep Firm
Sales Office ( ) WASHINGTON
Salesperson ( ) FRAN BROWN

Salesperson Phone# 215-563-5400
Salesperson FAX# 215-563-2974

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
13	09/27-10/03	1105P-1205A	JIMMY KIMMEL	:30	$65.00	TH-F,M-W	3	1	3	$195.00

—REPORT TOTALS—

Report Totals: 25 / $8,100.00

—SALES MONTHLY TOTALS—

Sep 12: 12 / $3,080.00 Oct 12: 13 / $5,020.00

Sales Totals: 25 / $8,100.00

Station Totals: 25 / $8,100.00

Lines not sent/rcld/rtrn: 0 / $0.00

—COMPETITIVE—

Market Totals	$209,302	CABL	0%	KDNL	3%	KMOV	33%	KPLR	4%	KSDK	46%		
		KTVI	12%	UNKN	0%	WRBU	0%						

—COMPETITIVE COMMENTS—

WENT BACK TO BYR ABOUT ADDING 5P NEWS

Books MAY12
Demos RA35+

Democrat

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 9/26/12

I, Mike Furman
do hereby request station time concerning the following issue:

Women Vote

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As ordered				

Total Charges:

This broadcast time will be used by: Women Vote

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ Yes ☐ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Women Vote!
1120 Connecticut Ave
11th Floor Washington, DC 20036

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☐ **a committee;** ☐ **an association;** ☒ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): Stephanie Schriock Treasurer

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

9/26/12	[signature]	202-338-8700
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature	Printed Name	Title

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AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		As ordered			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

(1) actual air time and charges for each spot;

(2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and

(3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

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